

Interactive Business Stakeholder Workshop:

# Business Perspectives on Energy Efficiency Policy

## Day 1: Energy Efficiency Watch & Sharing Business Experiences

**10:00-10:10**

*Welcome & introduction*

**10:10-10:30**

*Background: Energy Efficiency Policy & Energy Efficiency Watch*

**10:30-11:15**

*Breakout Sessions: Business Perspectives on Energy Efficiency Implementation*

- How do you promote the energy efficiency products or services of your organization in everyday client conversations?
- To overcome remaining barriers: How can we make the case for energy efficiency vis-à-vis
  - decision-makers
  - companies/ investors
  - households/ society?

**11:15-11:30**

*Breakout session presentations*

**11:30-12:00**

*Reflection and open discussion*

## Day 2: EU Energy Efficiency Policy & Narratives for Promoting Energy Efficiency

**10:00-10:20**

*Background: Narratives for Promoting Energy Efficiency*

**10:20-11:30**

*Plenary discussions: A Policy Perspective on Implementation and Acceptance of Energy Efficiency*

- What do you consider as successful policy instruments to promote energy efficiency measures and investments?
- How was acceptance among decision-makers, stakeholders and society achieved / effective implementation ensured?
- What were the argumentative drivers that led to high acceptance of this policy among
  - decision-makers
  - stakeholders
  - society?

**11:30-12:00**

*Wrap-up*

- What do you want to pass on to decision makers for designing and communicating energy efficiency policies?



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